

Rev.

# ORDER

Print Date 10/03/16 17:28:30

Page 1 of 1



**Orders**  
**Order / Rev:** 431075  
**Alt Order #:**  
**Product Desc:** Est. 5318 10/4-10/10  
**Estimate:** 5318  
**Flight Dates:** 10/04/16 - 10/16/16  
**Original Date / Rev:** 09/30/16 / 10/03/16  
**Order Type:** GENERAL

**Primary AE:** Carolina Patino  
**Sales Office:** MCGPH  
**Sales Region:** National

**Agency Name:** Media Financial Services  
**Buying Contact:** Roger Rafson  
**Billing Contact:**  
 1675 Palm Beach Lakes Blvd.  
 West Palm Beach, FL 33401

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** WEEKLY  
**Agency Commission:** 15%

**Advertiser Name:** Hillary for America 2016  
**Demographic:** A35+  
**Product Codes:** PL1 - Candidates  
**Priority:** P-3  
**Revenue Codes:** AGY, POL, CAND

**New Business Thru:**  
**Order Separation:** 00:30:00  
**Advertiser External ID:**  
**Agency External ID:**  
**Unit Code:** General

## Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/03/16   | 10/09/16 | 11      | \$1,925.00   | \$1,636.25 |
| 10/10/16   | 10/16/16 | 6       | \$900.00     | \$765.00   |

## Totals

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| October 2016  | 17        | \$2,825.00        | \$2,401.25        | 0.00        |
| <b>Totals</b> | <b>17</b> | <b>\$2,825.00</b> | <b>\$2,401.25</b> | <b>0.00</b> |

## Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date         | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Carolina Patino   | MCGPH        | National     | Start Of Order - End Of Order | 100%    |

| Ln     | Ch    | Start             | End             | Inventory Code              | Break | Start/End Time                   | Days    | Len  | Spots             | Rate        | Pri | Rtg           | Type | Spots | Amount     |
|--------|-------|-------------------|-----------------|-----------------------------|-------|----------------------------------|---------|------|-------------------|-------------|-----|---------------|------|-------|------------|
| N 1    | WXDJ  | 10/04/16          | 10/16/16        | 12a-12a M-SU<br>6a-1a M-F   | CM    | 6a-1a M-F<br>(6:00 AM-1:00 XM)   | MTWTF-- | 1:00 | 14                | \$175.00    | P-3 | 0.00          | NM   | 14    | \$2,450.00 |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                                  |         |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|        | Week: | 10/03/16          | 10/09/16        | --WTF--                     |       |                                  |         |      | 11                | \$175.00    |     | 0.00          |      |       |            |
|        | Week: | 10/10/16          | 10/16/16        | M-----                      |       |                                  |         |      | 3                 | \$175.00    |     | 0.00          |      |       |            |
| N 2    | WXDJ  | 10/04/16          | 10/16/16        | 12a-12a M-SU<br>6a-1a SA-SU | CM    | 6a-1a SA-SU<br>(6:00 AM-1:00 XM) | -----SS | 1:00 | 3                 | \$125.00    | P-3 | 0.00          | NM   | 3     | \$375.00   |
|        |       | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u>             |       |                                  |         |      | <u>Spots/Week</u> | <u>Rate</u> |     | <u>Rating</u> |      |       |            |
|        | Week: | 10/03/16          | 10/09/16        | -----                       |       |                                  |         |      | 0                 | \$0.00      |     | 0.00          |      |       |            |
|        | Week: | 10/10/16          | 10/16/16        | -----SS                     |       |                                  |         |      | 3                 | \$125.00    |     | 0.00          |      |       |            |
| Totals |       |                   |                 |                             |       |                                  |         |      |                   |             |     |               |      | 17    | \$2,825.00 |

## **Leonel Fong (Miami)**

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**From:** Carolina Patino (Miami)  
**Sent:** Friday, September 09, 2016 7:16 AM  
**To:** Leonel Fong (Miami)  
**Subject:** FW: HFA FL SL Orders 9.13-11.8

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Good morning Leo,  
Please change all orders for Hillary for America to open the daypart to 6a-1a for both WXDJ and WCMQ.  
Use the below email as part of the insertion order.

Remember to book as this starts next Tuesday and fix all orders so that Monday falls in the following week as per insertion.

Thanks again.

Carolina Patino  
National Sales Manager  
SBS Miami & Puerto Rico  
[cpatino@sbsmiami.com](mailto:cpatino@sbsmiami.com)  
305-724-9049

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**From:** Roger Rafson [<mailto:roger.rafson@genmediapartners.com>]  
**Sent:** Thursday, September 08, 2016 10:03 PM  
**To:** Carolina Patino (Miami)  
**Cc:** Joyce Vordenbaum; Leta Mork  
**Subject:** FW: HFA FL SL Orders 9.13-11.8

Carolina,

Please revise the dayparts in your orders for Hillary For America in each of the weekly flights from Sept 13 – Nov 7.

For WCMQ-FM please change the daypart for Tues – Mon 6A-7P to Tues – Mon 6A-1A; and change the daypart for Sa/Sun 6A-7P to M-Sun 6A-1A.

For WXDJ-FM please change the daypart for Tues – Mon 6A-7P to Tues – Mon 6A-1A; and change the daypart for Sa/Sun 6A-7P to M-Sun 6A-1A.

No change in the number of spots; no change in the rates; no change in the total dollars.

Thank you/Gracias.

Roger Rafson

Roger Rafson  
SVP Political/Issue Advocacy & Strategic Alliances  
[genmediapartners.com](http://genmediapartners.com)  
McGavren Guild Media | Local Focus Radio | HRN Media Network | MG Malls

[campaignrates.com](http://campaignrates.com) the Political Resources website Now with an Election Countdown Clock!

For help with orders, traffic, etc contact Joyce Vordenbaum [joyce.vordenbaum@genmediapartners.com](mailto:joyce.vordenbaum@genmediapartners.com)

Radio Still the Cockroach of All Media

Top Radio Formats By Political Affiliation

Over 90% of Adults listen to the radio each week.

Looking Beyond The Spoken Word on Radio to Reach Voters - Nielsen

Ask me about Retargeting for your station and clients!

Proud father alert: our daughter Lilly Rafson and her company Pack Up + Go were recently featured on NBC Nightly News. Here's their site.

(412) 421-2600 | (412) 421-6001 fax

1439 Denniston St. Pittsburgh, PA 15217

[Roger.Rafson@GenMediaPartners.com](mailto:Roger.Rafson@GenMediaPartners.com) This is my new email address please update.



**Gen  
Media  
Partners**

**Innovative. Robust. Evolved.**

McGavren Guild Media | Local Focus Radio | HRN Media Network | MG Malls



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**From:** Lawson, Colin [<mailto:colin.lawson@gmmb.com>]

**Sent:** Thursday, September 08, 2016 6:09 PM

**To:** Roger Rafson <[roger.rafson@genmediapartners.com](mailto:roger.rafson@genmediapartners.com)>

**Subject:** RE: HFA FL SL Orders 9.13-11.8

That works.

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**From:** Roger Rafson [<mailto:roger.rafson@genmediapartners.com>]

**Sent:** Thursday, 08 September, 2016 6:03 PM

**To:** Lawson, Colin

**Subject:** RE: HFA FL SL Orders 9.13-11.8

Colin we have a 6A-7P daypart problem with WCMQ-FM and WXDJ-FM in Miami for HFA. See rate card attached.

We can keep the order....the dollars, etc as is if you can live with the weekday spots (\$175 for WCMQ and also WXDJ) being 6A-1A and the weekend rate (\$135 for WCMQ and \$125 for WXDJ) will be OK with a M-Sun 6A-1A daypart.

Let me know if this works for you. Again, it won't change the dollars or the number of spots.

Roger

**Leonel Fong (Miami)**

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**From:** message\_bot@radioexchange.com  
**Sent:** Wednesday, August 31, 2016 11:49 AM  
**To:** Evelyn Jose (New York); Barry J. Fischer (Corporate); Leonel Fong (Miami); Carolina Santamarina (Miami); Carolina Patino (Miami)  
**Subject:** WXDJ-FM has received a NEW order - Hillary for America 2016

**You have received a New Network order from RadioExchange.**

Station: WXDJ-FM

Order #: 3137032

Contract #: 4286785

Flight: 10/4/2016-10/16/2016

Total Dollars/Spots: \$2,825.00/17

Advertiser: Hillary for America 2016

Product: Est.5318 10/4-10/10

Salesperson: Roger Rafson

Phone: 412 421 2600

Office: PHILADELPHIA

Comment: This is a new order - it will be sent via email also if you are not on Radio Exchange. Take care not to double book. Please confirm receipt of order in Radio Exchange or by email at [joyce.vordenbaum@genmediapartners.com](mailto:joyce.vordenbaum@genmediapartners.com) (with call letters in subject line) within 24 hours. Thank you.

PLEASE CLICK [HERE](#) AND LOGIN TO RADIO EXCHANGE TO GET YOUR ORDER OR GO TO <https://www.radioexchange.com>

|                          |                                    |  |              |   |                          |
|--------------------------|------------------------------------|--|--------------|---|--------------------------|
| <b>STATION:</b>          | WXDJ-FM                            | <b>ORDER#:</b>   | 3137032      | <b>DATE:</b>  | 08/31/2016               |
| <b>MARKET:</b>           | Miami-Ft. Lauderdale-Hollywood, FL | <b>AMOUNT:</b>   | \$2,825.00   | <b>AGENCY:</b>  | MEDIA FINANCIAL SERVICES |
| <b>REP:</b>              | McGavren Guild Media               | <b>SPOTS:</b>  | 17           | 1675 Palm Beach Lakes Blvd<br>SUITE 1000<br>WEST PALM BEACH, FL 33401 |                          |
| <b>MOD:</b>              | Stn Ver: 1 Last:                   |  |              |   |                          |
| <b>SALES OFFICE:</b>     | PHILADELPHIA                       | <b>SLS PH:</b>   | 412 421 2600 |   |                          |
| <b>SALESPERSON:</b>      | Roger Rafson                       | <b>SLS FAX:</b>  | 412 421 6001 |   |                          |
| <b>SLS EMAIL:</b>        | Roger.Rafson@GenMediaPartners.com  |  |              |   |                          |
| <b>AGENCY:</b>           | MEDIA FINANCIAL SERVICES           | <b>AGY CLI:</b>  |              | <b>CONTRACT # FOR INVOICING 4286785</b>                               |                          |
| <b>ADVERTISER:</b>       | Hillary for America 2016           | <b>AGY PRD:</b>  |              | <b>INVOICE:</b> MEDIA FINANCIAL SERVICES                              |                          |
| <b>PRODUCT:</b>          | Est.5318 10/4-10/10                | <b>AGY EST:</b>  | 5318         | 1675 Palm Beach Lakes Blvd<br>SUITE 1000<br>WEST PALM BEACH, FL 33401 |                          |
| <b>FLIGHT:</b>           | 10-04-2016 TO 10-16-2016           | <input checked="" type="checkbox"/> Unwired <input type="checkbox"/> Spot <input type="checkbox"/> Mod |              |   |                          |
| <b>TOT # OF WEEKS:</b> 1 |                                    |  |              |   |                          |
| <b>PRIM. DEMO:</b>       | Adults 35+                         | <input checked="" type="checkbox"/> Cash <input type="checkbox"/> Trade                                |              |   |                          |
| <b>SEC. DEMO:</b>        |                                    | <b>SPOT TYPE:</b>  |              | <b>LAST SENT:</b> 08/31/2016 10:46                                    |                          |

#### COMMENTS

[Rep Comment] 08/31/2016: This is a new order - it will be sent via email also if you are not on Radio Exchange. Take care not to double book. Please confirm receipt of order in Radio Exchange or by email at joyce.vordenbaum@genmediapartners.com (with call letters in subject line) within 24 hours. Thank you.

THIS IS AN UNWIRED NETWORK ORDER. SEND AFFIDAVITS TO MFS AT THE ADDRESS ABOVE OR ELECTRONICALLY BY THE 3RD OF THE MTH AFTER THE BROADCAST MTH HAS AIRED AS BILLING BEGINS AT MONTH'S END. MFS ELECTRONIC INVOICES: RADIOINVOICES.COM: RI12580 OR 9912580; MARKETRON: 120873; EMEDIATRADE: EMT10263.

ONLY UPON PAYMENT FROM THE AGY WILL MFS REMIT TO STATION. PAYMENT TO STATION WILL BE PROCESSED WITHIN 7 DAYS AFTER RECEIPT FROM AGENCY.

WEEK#1      10/3/2016 To 10/10/2016      WK TOT \$2,825.00      WK TOTAL SPOTS 17

| MC | LN | DPT CD | DAYS        | START  | END TIME | LEN | START     | STOP       | SP/WK | RATE  | WEEKLY TOTAL |
|----|----|--------|-------------|--------|----------|-----|-----------|------------|-------|-------|--------------|
|    | 1  |        | TuWThF.. /M | 8:00AM | 7:00PM   | 60  | 10/3/2016 | 10/10/2016 | 14    | \$175 | \$2,450      |
|    | 2  |        | .....SS     | 8:00AM | 7:00PM   | 60  | 10/8/2016 | 10/9/2016  | 3     | \$125 | \$375        |

|       |          |  |  |  |  |  |  |  |  |  |  |          |
|-------|----------|--|--|--|--|--|--|--|--|--|--|----------|
| TOTAL | Oct      |  |  |  |  |  |  |  |  |  |  | Total    |
| SPOT  | 17       |  |  |  |  |  |  |  |  |  |  | 17       |
| CASH  | 2,825.00 |  |  |  |  |  |  |  |  |  |  | 2,825.00 |
| TOTAL | 2,825.00 |  |  |  |  |  |  |  |  |  |  | 2,825.00 |

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

|                              |              |
|------------------------------|--------------|
| <b>Station and Location:</b> | <b>Date:</b> |
|------------------------------|--------------|

I, GMMB

being/on behalf of: Hillary for America

a legally qualified candidate of the Democratic

political party for the office of: President of the United States

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| AS ORDERED       |                                  |      |       |                |                 |

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Hillary for America

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jose H. Villarreal

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

6/15/2016

Date



Signature

Maria Beyer

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Hillary for America

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



*Authorized Media Buyer*

signature of candidate or authorized committee

Daniel Jester

printed name

6/15/2016

date



# AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| AS ORDERED       |                                  |      |       |                |                 |

Attach proposed schedule with charges (if available):

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

|                              |              |
|------------------------------|--------------|
| <b>Station and Location:</b> | <b>Date:</b> |
|------------------------------|--------------|

I, GMMB

being/on behalf of: Hillary for America

a legally qualified candidate of the Democratic

political party for the office of: President of the United States

in the General

election to be held on: 11/8/2016

do hereby request station time as follows:

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| AS ORDERED       |                                  |      |       |                |                 |

**Attach proposed schedule with charges (if available):**

I represent that the payment for the above described broadcast time has been furnished by:

Hillary for America

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Jose H. Villarreal

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

6/15/2016

Date



Signature

*Authorized Media Buyer*

***To Be Signed By Station Representative***

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title

## FEDERAL CANDIDATE CERTIFICATION

**In Order For Federal Candidates To Receive The Lowest Unit Charge During A Political Window, The Following Certification Is Required:**

I, Hillary for America

(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☒ does

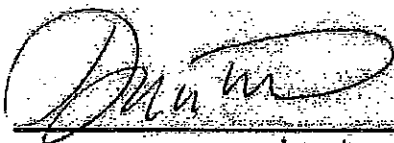
does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.

☒ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.



*Authorized Media Buyer*

signature of candidate or authorized committee

Daniel Jester

printed name

6/15/2016

date

### AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF CANDIDATE'S REQUEST)

| Broadcast Length | Time of Day, Rotation or Package | Days | Class | Times per Week | Number of Weeks |
|------------------|----------------------------------|------|-------|----------------|-----------------|
| AS ORDERED       |                                  |      |       |                |                 |

Attach proposed schedule with charges (if available):

### AFTER AIRING OF BROADCASTS:

Attach Invoices or Schedule Run Summary to this Form showing:

- 1) actual air time and charges for each spot;
- 2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- 3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air and the rates charged, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired and the rates charged. The FCC's online political files include a folder for "Terms and Disclosures." NAB suggests that, for stations subject to the online public file rule, the names of contact person(s) be placed in that folder.